

Abstract

The present invention relates to providing improved apparatus and methods for increasing the utility and attractiveness of a literature display.

5 This and other objects of the invention are accomplished by providing a literature rack that automatically advances the remaining copies of literature to the front of the literature rack when copies of literature are removed from the rack.

10 Further, a sloped ramp may be provided to prevent the copies of literature from flopping forward and a lifting portion may be provided to lift the front-most copy of literature above the remaining copies.

Multiple energy storage devices may be used in parallel  
15 to power the self-advancing feature and may possess reduced-friction properties. Additional signage cards may also be provided to denote that all copies have been purchased from the rack and to provide further space for advertisements or information. Additionally,  
20 all of these improved functionalities may be achieved by modifying a pre-existing traditional literature rack with a rack insert possessing the improved apparatus.